

Guidelines for Use of **EAT SMART. PLAY HARD.™** Campaign Products

United States Department of Agriculture
Food and Nutrition Service

Purpose

These guidelines outline who may use the products and trademarked and copyrighted materials of the **EAT SMART. PLAY HARD.™** Campaign. FNS may periodically update these guidelines and expand allowable uses in the future.

Background

EAT SMART. PLAY HARD.™ is the United States Department of Agriculture (USDA), Food and Nutrition Service's (FNS) Campaign to promote healthy eating and encourage physical activity in children and low-income families. The primary target audience for the Campaign is children ages 8 to 12 eligible to participate in FNS nutrition assistance programs, their parents and other caregivers. However, many of the messages are appropriate for other segments of the FNS target populations.

This national, long-term effort encourages people to adopt behaviors that are consistent with the *Dietary Guidelines for Americans* and the *Food Guide Pyramid*. Campaign products and messages focus on four major themes: breakfast, snacking, physical activity and balancing eating and activity.

Power Panther™ is the messenger of this Campaign. The Campaign slogan and the Power Panther™ spokescharacter and messages have been consumer-tested with the target audience.



EAT SMART. PLAY HARD.™
Food and Nutrition Service, USDA

General Guidelines for All Users

1. Any organization or group may use the following printed Campaign materials to support educational programs aimed at the FNS target populations.
 - Posters
 - Brochures
 - Activity Sheets
 - Bookmarks
 - Tip Sheets
 - Power Panther™ Biography
 - Campaign Overview
 - Appearance and Booking Criteria for Power Panther™ Costume
 - Guidelines for Use of Power Panther™
 - Book Covers
2. Any public or private group including State and local FNS program operators, FNS program affiliated organizations, partners, other federal agencies and industry groups may reproduce the above printed materials **without modifications or additions** for distribution to the public.
3. These products **may not be used** in any way to imply endorsement of any product, service, organization or company.
4. **No promotional activity may be undertaken** that could give the appearance of an endorsement by FNS of a specific product, service, or company.

FNS will make a limited number of these products available at no cost to State and local agencies, non-profit organizations and other groups that operate FNS nutrition assistance programs. Additional copies of these materials may be available for a nominal cost through the National Food Service Management Institute.

Guidelines for Federal, State and Local FNS Program Operators and Affiliated Organizations, and Partners

USDA/FNS owns the trademark and copyright to the:

- **EAT SMART. PLAY HARD.™** slogan
- Power Panther™ name
- Power Panther™ images

This document provides guidance on use and reproduction of both copyrighted and trademarked products. **FNS allows and encourages reproduction and use of the Power Panther™ images (artwork), slogan, messages and materials without modifications by program operators and FNS Program affiliated organizations for educational and outreach (for FNS Programs) purposes only.**

The agencies and organizations listed in Figure 1 may incorporate the Power Panther™ name, slogan and images into their educational materials including newsletters, nutrition brochures, and web sites (must include a link to the FNS Campaign Web site). **All other groups and organizations must write for permission.**

The slogan and images may only be used on products and materials that support the recommendations of the *Dietary Guidelines for Americans* (DGAs) and the *Food Guide Pyramid* (FGP). They may also be used to help consumers develop the skills needed to adapt dietary and other practices that are consistent with the DGAs and the FGP.

The Campaign slogan and the Power Panther™ spokescharacter may be used on educational, program outreach and promotional materials (including brochures, banners, posters, newsletters, etc.) used to educate and increase awareness about healthy eating, physical activity and FNS nutrition assistance programs. Use of these materials for product promotion and advertising including use on food product labels is prohibited.

There is no cost to use the Power Panther™ artwork (images). USDA/FNS encourages use as outlined in this document. The Nutrition Services Staff of USDA/FNS must approve all other uses in writing. See Contact Information section for mailing address.

Figure 1
**Program operators and FNS Program
Affiliated Organizations**

State and local agencies and non-profit organizations and other groups that operate FNS nutrition assistance programs.
American School Food Service Association
National WIC Association
National Association of Food Distribution Programs on Indian Reservations
National Child Care Association
National Food Service Management Institute
The Child & Adult Care Food Program (CACFP) Sponsors' Association
National Network for Child Care
National Food Service Management Institute
National Association for the Education of Young Children
Save the Children
The National Sponsors Forum
National Association of Family Child Care
National Association of CACFP Professionals
Food Research and Action Center (FRAC)

**EAT SMART. PLAY HARD.™ Campaign
Partners**

American Dietetic Association
American School Food Service Association
International Food Information Council
National WIC Association
President's Council on Physical Fitness and Sports
Society for Nutrition Education
YWCA of USA

Specifications for EAT SMART. PLAY HARD.™ Slogan

To maintain a consistent look, FNS recommends using the following specifications for the slogan

- *Case:* UPPERCASE
- *Font:* Arial Black, regular style
- *Font Effect:* Shadow
- *Font Color:* Red

When the slogan is used on educational materials where the use of the color red is inappropriate (e.g., difficult to read), the color black is recommended as the alternate font color.

Specifications for Power Panther[®] Images

The Power Panther[™] images must:

- include the slogan **EAT SMART. PLAY HARD.[™]**
- display the trademark ([™]) symbol and clearly identify FNS as the source using the tagline: Food and Nutrition Service, USDA or A public service of (your organization/agency name) and Food and Nutrition Service, USDA.
- only be used as illustrated in the attached Camera Ready Slicks in either the designated colors or in black and white. The images may be downloaded from the **EAT SMART. PLAY HARD.[®]** Web site at www.fns.usda.gov.

Additionally,

- The artwork of Power Panther[™] images must not be modified, added to, altered or pieced apart in any way.
- There are no size restrictions for Power Panther[™] images.
- Users of Power Panther[™] images **may not produce** Power Panther[™] costumes, dolls, or reproductions of the Power Panther[™] for educational purposes or commercial sale.
- The Power Panther[™] costume may be borrowed from the designated geographic FNS Regional office. See Contact Information or the **EAT SMART. PLAY HARD.[®]** Web site at www.fns.usda.gov for further information.

Sharing Information Regarding Activities and Use of Products

All users are encouraged to share with FNS information about how the Campaign materials were used. A brief summary, photos, news clippings, testimonials, etc. are welcomed. Success stories may be posted on our FNS Web site, shared in future materials or included in FNS reports. Send all information to the Nutrition Services Staff at the following address.

FNS Contact Information for Special Use Permission

Nutrition Services Staff (NSS)
USDA, FNS, OANE
3101 Park Center Drive, Room 1014
Alexandria, VA 22302-1500
Phone: (703) 305-2585
Fax: (703) 305-2576

Contact Information for Power Panther™ Costume Headquarters and Regional Offices

Northeast Regional Office 10 Causeway Street Boston, MA. 02222-1068 Phone: (617) 565-6418 Fax: (617) 565-6473 States: CT, ME, MA, NH, NY, RI, VT	Midwest Regional Office 77 West Jackson Boulevard, 20 th Floor Chicago, Illinois 60602-3507 Phone: (312) 886-3686 Fax: (312) 353-4108 States: IL, IN, MI, MN, OH, WI
Mid-Atlantic Regional Office 300 Corporate Boulevard Robbinsville, NJ 08691-1585 Phone: (609) 259-5091 Fax: (609) 259-5147 States: DE, DC, MD, NJ, PA, PR, VA, VI, WV	Mountain Plains Regional Office 1244 Speer Boulevard, Suite 903 Denver, Colorado 80202 Phone: (303) 844-0312 Fax: (303) 844-6203 States: CO, IA, KS, MO, MT, NE, ND, SD, UT, WY
Southeast Regional Office 61 Forsyth Street, Southwest Room 8T36 Atlanta, GA Phone: (404) 562-1812 Fax: (404) 527-4502 States: AL, FL, GA, KY, MS, NC, SC, TN	Western Regional Office 550 Kearney Street Room 400 San Francisco, CA 94108 Phone: (415) 705-1350 Fax: (415) 705-1364 States: AK, AS, AZ, CA, GU, HI, ID, NV, OR, WA
Southwest Regional Office 1100 Commerce Street Room 5-C-30 Dallas, TX 75242 Phone: (214) 290-9814 Fax: (214) 767-5522 States: AR, LA, NM, OK, TX	Headquarters, USDA/FNS Office of Communications and Governmental Affairs 3101 Park Center Drive, Room 926 Alexandria, VA 22310 Phone: (703) 305-2281 Fax: (703) 605-0220

Civil Rights Statement

In accordance with Federal law, no person in the United States shall, on the grounds of race, color, national origin, sex, age, disability, religion, or political beliefs be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.

To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 1400 Independence Avenue, SW, Washington, D.C., 20250-9410, or call (202) 720-5964 (voice and TDD). USDA is an equal opportunity provider and employer.